

Cooperative Marketing Summary

Fiscal Year Ending June 30, 2021



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant (MMG), Marketing Platform Development (MPD) and the Search Engine Marketing (SEM) Partnership. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded more than \$70 million toward the support of local performance-based tourism marketing projects. In fiscal year 2021, the Show-Me Strong grant was developed to disburse federal funds granted to the state through the CARES Act. Also in fiscal year 2021, MDT piloted the Supporting DMO Grant.

Cooperative Marketing Goals:

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

Administration:

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT worked with both Madden Media and its contracted marketing agency of record, OBP, to administer the Cooperative Marketing Programs.

Cooperative Marketing Program Advisory Committee:

The advisory committee, comprised of 10 tourism industry professionals representing each of the five tourism regions of Missouri, provides valuable customer input about program design and administration.

FY21 Cooperative Marketing Opportunities:

- **Show Me Strong Grant** – The purpose of the Show Me Strong Destination Marketing Organization (DMO) Funding Program is to provide grant funding to DMOs for the purposes of resuming normal business operations in the context of a public health emergency and to reimburse certain costs, to include tourism-related marketing focused on the resumption of activities and the implementation of safety protocols, unanticipated costs associated with facility improvements and supply purchases directly related to the COVID-19 public health emergency, and expenses related to enhanced screening measures at events or event facilities. The program was available to DMOs statewide, provided they have participated in the MDT Cooperative Marketing Program in either state fiscal year 2019 or 2020. Specific guidelines were developed to ensure proper use of these funds and no match was required. This was a limited time program, based on CARES guidelines, and ran from approximately July through November 2020.

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is normally a 50/50 matching program for pre-approved leisure travel advertising completed in pre-approved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary Report due at the end of the fiscal year. Award amounts were based on the County Tourism Level (CTL) of the certified DMOs. In fiscal year 2021, the match was changed to 90/10 in order to better help DMOs through the COVID pandemic. However, all other MMG guidelines remained in place.
- **Marketing Matching Grant 2.0** – The MMG 2.0 was a second round of MMG funding in FY21. After additional funds were released to MDT, this second round of co-op funding was put into place without a matching component. However, all other MMG guidelines remained in place.
- **Supporting DMO Grant** – This pilot project, which initiates creation of a Supporting DMO designation, will expand the eligibility in the MMG component of the program to a limited number of non-certified DMOs. These DMOs generally meet all requirements necessary to participate in the MMG, but are however ineligible due to one program stipulation related to the number of certified DMOs a county may have.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved marketing investment that is utilized beyond the fiscal year of the initial investment. The Project Summary Report and reimbursement request is due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or lower and can also be utilized by regional partnerships. Each individual grant has a cap of \$5,000 in matching funds.
- **Search Engine Marketing Partnership** – The Search Engine Marketing (SEM) Partnership is not a reimbursement grant; however, it is a dynamic and powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The unified effort drives traffic to individual DMO websites without competing with the state or other Missouri participants. The program is a 50/50 match with minimums and maximums based on various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

SECTION II. COOPERATIVE MARKETING ANALYSIS

FY2021 Analysis:

The chart below details the dollars that were made available and the actual dollars expended for FY21 allowable activities in each of the programs. This figure includes both MDT and DMO contributions.

FY21 Summary of Cooperative Marketing Investments					
<u>Coop Opportunity</u>	<u>Participating Organizations</u>	<u>Amount Awarded* by MDT</u>	<u>Amount Reimbursed ** by MDT</u>	<u>DMO Contribution</u>	<u>Total of Projects</u>
Show-Me Strong Grant	31	\$15,000,000	\$15,000,000	\$0	\$15,000,000
Marketing Matching Grant	29	\$1,108,632	\$1,078,018	\$107,802	\$1,185,820
Supporting DMO Grant	2	\$100,000	\$100,000	\$0	\$100,000
Marketing Matching Grant 2.0	28	\$2,578,819	\$2,482,341	\$0	\$2,482,341
Marketing Platform Development	5	\$20,990	\$20,965	\$20,965	\$41,930
Search Engine Marketing	28	\$280,959	\$273,772	\$273,772	\$547,544
Totals		\$19,089,400	\$18,955,096	\$402,539	\$19,357,635

* Award refers to the amount of money contracted and available for the DMO to request

** Reimbursed refers to the actual dollar amount transferred to the DMO upon request

Statistical Data:

Outcomes for all Cooperative Marketing Grants:

Percent of funds used in relation to total available co-op funds:

- Show Me Strong – 79.13%
- MMG – 5.69%
- MMG 2.0 – 13.10%
- Supporting DMO – 0.53%
- MPD – 0.11%
- SEM – 1.44%

Cooperative Marketing Summary FY21

The information below summarizes dollars awarded and reimbursed for each of the grant programs by DMO and county designation. These tables show contributions by MDT only.

Show-Me Strong			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
Kirksville Area Chamber	Adair	\$ 28,498.00	\$ 28,498.00
Benton County Tourism	Benton	\$ 28,291.82	\$ 28,291.82
Columbia CVB	Boone	\$ 252,648.76	\$ 252,648.76
Buchanan County Tourism	Buchanan	\$ 569,222.02	\$ 569,222.02
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 116,098.00	\$ 116,098.00
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 122,337.74	\$ 122,337.74
Clay County Tourism	Clay	\$ 93,949.99	\$ 93,949.99
Downtown Excelsior Partnership	Clay/Ray	\$ 7,510.01	\$ 7,510.01
Jefferson City CVB	Cole	\$ 221,932.00	\$ 221,932.00
Washington Area Chamber	Franklin	\$ 121,746.68	\$ 121,746.68
City of Hermann	Gasconade	\$ 117,860.00	\$ 117,860.00
Springfield CVB	Greene/Polk/Christian	\$ 1,676,297.15	\$ 1,676,297.15
City of Independence	Jackson	\$ 1,067,053.49	\$ 1,067,053.49
Visit KC	Jackson	\$ 2,280,545.44	\$ 2,280,545.44
Carthage CVB	Jasper	\$ 124,088.35	\$ 124,088.35
City of Joplin	Jasper	\$ 13,952.51	\$ 13,952.51
Warrensburg CVB	Johnson	\$ 104,398.82	\$ 104,398.82
City of Hannibal CVB	Marion/Ralls	\$ 140,705.93	\$ 140,705.93
Maryville Chamber	Nodaway	\$ 70,487.24	\$ 70,487.24
Perry County Heritage Tourism	Perry	\$ 15,562.02	\$ 15,562.02
Sedalia CVB	Pettis	\$ 167,402.88	\$ 167,402.88
Rolla Area Chamber & CVB	Phelps	\$ 81,037.95	\$ 81,037.95
Platte County CVB	Platte	\$ 111,999.68	\$ 111,999.68
Pulaski County Tourism	Pulaski	\$ 307,513.18	\$ 307,513.18
Moberly Area Chamber	Randolph	\$ 60,215.59	\$ 60,215.59
Greater St. Charles CVB	St. Charles	\$ 268,266.29	\$ 268,266.29
Maryland Heights	St. Louis	\$ 30,457.67	\$ 30,457.67
Explore St. Louis	St. Louis/City	\$ 2,358,751.50	\$ 2,358,751.50
Ste. Genevieve Tourism	Ste. Genevieve	\$ 57,914.13	\$ 57,914.13
Table Rock/Kimberling City Chamber	Stone	\$ 1,289,809.69	\$ 1,289,809.69
Branson/Lakes Area Chamber /CVB	Taney	\$ 3,093,445.47	\$ 3,093,445.47
		\$ 15,000,000	\$ 15,000,000

Cooperative Marketing Summary FY21

Marketing Match Grant			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
Kirksville Area Chamber	Adair	\$ 4,125.00	\$ 4,125.00
Benton County Tourism	Benton	\$ 4,125.00	\$ 4,125.00
Columbia CVB	Boone	\$ 38,361.00	\$ 36,637.83
Buchanan County Tourism	Buchanan	\$ 52,972.00	\$ 52,972.00
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 54,863.00	\$ 54,863.00
Callaway County Tourism	Callaway	\$ 3,598.00	\$ 3,598.00
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 77,138.00	\$ 77,138.00
Cape Girardeau CVB	Cape Girardeau	\$ 50,000.00	\$ 50,000.00
Jefferson City CVB	Cole	\$ 20,625.00	\$ 20,625.00
City of Boonville Tourism	Cooper	\$ 6,600.00	\$ 6,600.00
Kennett Chamber	Dunklin	\$ 2,063.00	\$ 2,063.00
Washington Area Chamber	Franklin	\$ 20,247.00	\$ 20,246.90
City of Hermann	Gasconade	\$ 8,663.00	\$ 8,663.00
Springfield CVB	Greene/Polk/Christian	\$ 113,025.00	\$ 113,025.00
Visit KC	Jackson	\$ 113,025.00	\$ 111,811.20
Carthage CVB	Jasper	\$ 8,662.00	\$ -
Warrensburg CVB	Johnson	\$ 8,663.00	\$ 8,576.38
City of Lebanon	Laclede	\$ 8,663.00	\$ 8,572.50
City of Hannibal CVB	Marion/Ralls	\$ 20,625.00	\$ 20,625.00
Perry County Heritage Tourism	Perry	\$ 10,000.00	\$ 10,000.00
Sedalia CVB	Pettis	\$ 8,663.00	\$ 8,663.00
Platte County CVB	Platte	\$ 54,000.00	\$ 35,203.08
Pulaski County Tourism	Pulaski	\$ 20,625.00	\$ 20,625.00
Moberly Area Chamber	Randolph	\$ 4,125.00	\$ 4,084.20
Greater St. Charles CVB	St. Charles	\$ 77,138.00	\$ 77,138.00
Explore St. Louis	St. Louis/City	\$ 130,350.00	\$ 130,350.00
Ste. Genevieve Tourism	Ste. Genevieve	\$ 8,663.00	\$ 8,663.00
Table Rock/Kimberling City Chamber	Stone	\$ 66,000.00	\$ 66,000.00
Branson Lakes Area Chamber/CVB	Taney	\$ 113,025.00	\$ 113,025.00
		\$ 1,108,632	\$ 1,078,018

Supporting DMO Grant			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
City of Independence	Jackson	\$ 75,000	\$ 75,000
Maryland Heights	St. Louis	\$ 25,000	\$ 25,000
		\$ 100,000	\$ 100,000

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Marketing Match Grant 2.0			
<u>DMO Name</u>	<u>County Designation</u>	<u>Awarded</u>	<u>Reimbursed</u>
Kirksville Area Chamber	Adair	\$ 6,221.00	\$ 5,763.05
Benton County Tourism	Benton	\$ 10,435.00	\$ 10,435.00
Buchanan County Tourism	Buchanan	\$ 139,139.00	\$ 139,139.00
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 74,112.00	\$ 45,650.00
Callaway County Tourism	Callaway	\$ 21,127.00	\$ 14,015.00
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 195,665.00	\$ 194,836.33
Cape Girardeau CVB	Cape Girardeau	\$ 31,625.00	\$ 22,000.00
Jefferson City CVB	Cole	\$ 45,037.00	\$ 42,471.58
City of Boonville Tourism	Cooper	\$ 10,435.00	\$ 4,500.00
Kennett Chamber	Dunklin	\$ 10,435.00	\$ 9,673.50
Washington Area Chamber	Franklin	\$ 51,686.00	\$ 51,686.00
City of Hermann	Gasconade	\$ 21,741.00	\$ 21,741.00
Springfield CVB	Greene/Polk/Christian	\$ 286,975.00	\$ 286,266.10
Visit KC	Jackson	\$ 286,975.00	\$ 286,975.00
Carthage CVB	Jasper	\$ 52,177.00	\$ 19,392.37
Warrensburg CVB	Johnson	\$ 21,739.00	\$ 21,739.00
City of Lebanon	Laclede	\$ 21,355.00	\$ 20,931.01
City of Hannibal CVB	Marion/Ralls	\$ 52,177.00	\$ 51,715.95
Perry County Heritage Tourism	Perry	\$ 10,435.00	\$ 10,435.00
Sedalia CVB	Pettis	\$ 21,740.00	\$ 21,740.00
Platte County CVB	Platte	\$ 139,139.00	\$ 139,139.00
Pulaski County Tourism	Pulaski	\$ 52,177.00	\$ 52,177.00
Moberly Area Chamber	Randolph	\$ 10,435.00	\$ 9,028.79
Greater St. Charles CVB	St. Charles	\$ 195,665.00	\$ 190,719.16
Explore St. Louis	St. Louis/City	\$ 330,456.00	\$ 330,456.00
Ste. Genevieve Tourism	Ste. Genevieve	\$ 21,741.00	\$ 21,741.00
Table Rock/Kimberling City Chamber	Stone	\$ 171,000.00	\$ 171,000.00
Branson/Lakes Area Chamber/CVB	Taney	\$ 286,975.00	\$ 286,975.00
		\$ 2,578,819	\$ 2,482,341

Marketing Platform Development				
<u>DMO Name</u>	<u>County Designation</u>	<u>Platform</u>	<u>Awarded</u>	<u>Reimbursed</u>
Callaway County Tourism	Callaway	Website Development	\$ 5,000.00	\$ 4,975.00
City of Hermann	Gasconade	Research	\$ 5,000.00	\$ 5,000.00
City of Independence	Jackson	Research	\$ 5,000.00	\$ 5,000.00
Pulaski County Tourism	Pulaski	Creative Design	\$ 5,000.00	\$ 5,000.00
Ste. Genevieve Tourism	Ste. Genevieve	Website Development	\$ 990.00	\$ 990.00
			\$ 20,990	\$ 20,965

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Search Engine Marketing			
<u>DMO/Organization Name</u>	<u>County Designation</u>	<u>Contracted</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 3,600.00	\$ 3,600.00
Columbia CVB	Boone	\$ 15,547.00	\$ 15,478.31
Buchanan County Tourism	Buchanan	\$ 16,500.00	\$ 16,486.34
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 4,725.00	\$ 4,725.00
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 21,600.02	\$ 21,600.02
Clay County	Clay	\$ 3,940.50	\$ -
Liberty CVB	Clay	\$ 3,600.00	\$ 3,587.34
Jefferson City CVB	Cole	\$ 18,750.00	\$ 18,747.06
Greater Chillicothe Region	Crawford	\$ 3,000.00	\$ 2,943.87
Washington Area Chamber	Franklin	\$ 3,000.00	\$ 2,999.93
City of Hermann	Gasconade	\$ 12,000.00	\$ 11,998.69
City of Independence	Jackson	\$ 21,600.53	\$ 21,600.53
Carthage CVB	Jasper	\$ 396.00	\$ 395.84
City of Joplin	Jasper	\$ 9,300.00	\$ 9,225.29
Warrensburg CVB	Johnson	\$ 3,000.00	\$ 2,995.94
City of Lebanon	Laclede	\$ 4,500.00	\$ 4,495.73
City of Hannibal CVB	Marion/Ralls	\$ 10,000.04	\$ 10,000.04
City of Maryville Tourism	Nodaway	\$ 6,400.00	\$ 6,391.88
Perry County Heritage Tourism	Perry	\$ 3,000.01	\$ 3,000.01
Sedalia CVB	Pettis	\$ 10,000.00	\$ 9,995.14
Rolla Area Chamber & CVB	Phelps	\$ 3,000.00	\$ 2,999.73
Pulaski County Tourism	Pulaski	\$ 6,500.00	\$ 6,428.50
Moberly Area Chamber	Randolph	\$ 3,400.00	\$ 3,399.97
Greater St. Charles CVB	St. Charles	\$ 21,600.00	\$ 21,598.84
Maryland Heights	St. Louis	\$ 7,200.00	\$ 7,136.11
Explore St. Louis	St. Louis/City	\$ 21,600.00	\$ 18,758.54
Table Rock/Kimberling City Chamber	Stone	\$ 21,600.00	\$ 21,594.42
Branson/Lakes Area Chamber/CVB	Taney	\$ 21,600.00	\$ 21,588.70
		\$ 280,959	\$ 273,772

The final chart shows total amount awarded in all grants combined. A total of 40 destinations participated in at least one of the programs.

Cooperative Marketing Summary FY21

TOTAL FY21 AWARDS/CONTRACTS			
<u>DMO/Organization Name</u>	<u>County Designation</u>	<u>Contracted Amount</u>	<u>Actual Paid</u>
Kirksville Area Chamber	Adair	\$ 38,844.00	\$ 38,386.05
Benton County Tourism	Benton	\$ 46,451.82	\$ 46,451.82
Columbia CVB	Boone	\$ 306,556.76	\$ 304,764.90
Buchanan County Tourism	Buchanan	\$ 777,833.02	\$ 777,819.36
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 245,073.00	\$ 216,611.00
Callaway County Tourism	Callaway	\$ 29,725.00	\$ 22,588.00
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 4,725.00	\$ 4,725.00
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 416,740.76	\$ 415,912.09
Cape Girardeau CVB	Cape Girardeau	\$ 81,625.00	\$ 72,000.00
Clay County	Clay	\$ 97,890.49	\$ 93,949.99
Liberty CVB	Clay	\$ 3,600.00	\$ 3,587.34
Downtown Excelsior Partnership	Clay/Ray	\$ 7,510.01	\$ 7,510.01
Jefferson City CVB	Cole	\$ 306,344.00	\$ 303,775.64
City of Boonville Tourism	Cooper	\$ 17,035.00	\$ 11,100.00
Greater Chillicothe Region	Crawford	\$ 3,000.00	\$ 2,943.87
Kennett Chamber	Dunklin	\$ 12,498.00	\$ 11,736.50
Washington Area Chamber	Franklin	\$ 196,679.68	\$ 196,679.51
City of Hermann	Gasconade	\$ 165,264.00	\$ 165,262.69
Springfield CVB	Greene/Polk/Christian	\$ 2,076,297.15	\$ 2,075,588.25
City of Independence	Jackson	\$ 1,168,654.02	\$ 1,168,654.02
Visit KC	Jackson	\$ 2,680,545.44	\$ 2,679,331.64
Carthage CVB	Jasper	\$ 185,323.35	\$ 143,876.56
City of Joplin	Jasper	\$ 23,252.51	\$ 23,177.80
Warrensburg CVB	Johnson	\$ 137,800.82	\$ 137,710.14
City of Lebanon	Laclede	\$ 34,518.00	\$ 33,999.24
City of Hannibal CVB	Marion/Ralls	\$ 223,507.97	\$ 223,046.92
City of Maryville Tourism	Nodaway	\$ 6,400.00	\$ 6,391.88
Maryville Chamber	Nodaway	\$ 70,487.24	\$ 70,487.24
Perry County Heritage Tourism	Perry	\$ 38,997.03	\$ 38,997.03
Sedalia CVB	Pettis	\$ 207,805.88	\$ 207,801.02
Rolla Area Chamber & CVB	Phelps	\$ 84,037.95	\$ 84,037.68
Platte County CVB	Platte	\$ 305,138.68	\$ 286,341.76
Pulaski County Tourism	Pulaski	\$ 391,815.18	\$ 391,743.68
Moberly Area Chamber	Randolph	\$ 78,175.59	\$ 76,728.55
Greater St. Charles CVB	St. Charles	\$ 562,669.29	\$ 557,722.29
Maryland Heights	St. Louis	\$ 62,657.67	\$ 62,593.78
Explore St. Louis	St. Louis/City	\$ 2,841,157.50	\$ 2,838,316.04
Ste. Genevieve Tourism	Ste. Genevieve	\$ 89,308.13	\$ 89,308.13
Table Rock/Kimberling City Chamber	Stone	\$ 1,548,409.69	\$ 1,548,404.11
Branson/Lakes Area Chamber /CVB	Taney	\$ 3,515,045.47	\$ 3,515,034.17
		\$ 19,089,400	\$ 18,955,096